## BACK FO-BASIES Part one <br> 

## Agenda

^ Shape Based Pricing

* Market Dominant and Competitive Products
* Determining Mailability
* Postcards
^ Non-Machinable Criteria
^ Machinable and Automation Criteria
* Barcode readability Basics


## SHAPE BASED PRICING



## MARKET DOMINANT PRODUCTS

$\star$ First-Class

* Marketing Mail
* Periodicals
^ Package services such as Media Mail and Library Mail
* Some extra services such as Certified Mail

Generally, no direct alternative to the Postal Service in delivering these products

## COMPETITIVE PRODUCTS

* Priority Mail
* Priority Mail Express
* Parcel Select or Retail Ground

For these products there is substantial direct competition from other delivery services

## LETTERS - PROCESSING



## LETTERS - PROCESSING

$\star$ First-Class 1 ounce Postage $=\$ 0.51$ to $\$ 0.55$
$\star$ Marketing Mail Postage $=\$ 0.235$ to $\$ 0.311$

* AFCS - Advanced Facer Canceller

ฝ Used to cancel First-Class Stamped Mail

* Runs between 25,000 - 30,000 pieces per hour
* One person Operation
* Provides initial sortation of pieces


## LETTERS - PROCESSING




## LETTERS - PROCESSING

^ DBCS- Delivery Point Barcode Sorter
$\star$ Next stage of Letter Processing

* Runs between 25,000 - 30,000 pieces per hour
* Two Person Operation
$\star$ Used to further sort First-Class and Marketing Mail Letters and Postcards
* Will sort the pieces to the order that the Carrier delivers his route


## FLATS - PROCESSING



## FLATS - PROCESSING

 POSTAISERVICE

## FLATS - PROCESSING

* First-Class Postage 1 to 4 ounces $=\$ 1.00$ to $\$ 1.60$
* Marketing Mail Postage up to 4 ounces $=\$ 0.372$ to $\$ .0748$
* AFSM - Automated Flats Sorting Machine
* FSS - Flats Sorter Sequencer
« Runs between 14,000-16,000 pieces per hour
* 10 + People in this Operation
* FSS will sort the pieces fully to the order that the Carrier delivers his route


## PARCELS - PROCESSING



## PARCELS - PROCESSING



## PARCELS - PROCESSING

* First-Class Postage (up to 13 ounces = \$4.00 to \$6.75)
$\star$ Priority Mail Postage = \$7.16 to \$317.25
$\star$ Marketing Mail and Parcel Select Lightweight $=\$ 1.107$ to $\$ 6.10$
* APBS- Automated Parcel and Bundle Sorting Machine
* Used to sort Machinable Parcels and Bundles of Flats
* Runs at about 9,000 pieces per hour
* 30 + people in this Operation
* Additional people needed to sort Irregular and larger Parcels
* Prices for larger pieces (over $12 \times 12 \times 12$ ) based on the size or weight of the package


## Mailpiece Characteristics

* Size and Shape
$\star$ The Postal Service separates mail into four shape categories:
- Postcards
- Letters
- Large Envelopes and "Flats"
- Parcels
« Different rates and preparation standards depending on the shape


## Determining Mailability

$\star$ All mailpieces that are $1 / 4$ " thick or less must be:
$\star$ Rectangular in shape

* At least 3 1/2" high
$\star$ At least 5" long
* At least .007" thick
* Exceptions: Customized MarketMail, keys and identification devices


## Determining Mailability

$\star$ On a letter size piece, the orientation of the address determines the length
$\star$ The length is the dimension parallel to the address


## Determining Mailability

* Nonmailable means that the piece, as designed, is prohibited from the mailstream
$\star$ No fee, surcharge, or additional postage may make a nonmailable item mailable


## Determining Mailability - Non mailable due to address orientation



## First-Class Mail ${ }^{\circledR}$ <br> Letters \& Postcards

* Not more than 3.5 ounces (First-Class Mail letter-size pieces over 3.5 ounces pay flat-size prices)
* Content -
- Invoice or statement of account
- Personal correspondence
- Marketing
* Presorted and automation rates
* Estimated delivery 1-3 days


## Standard Mail ${ }^{\circledR}$ - Marketing Mail

* Maximum of 15.994 ounces or less than 16 oz .
* Advertisement
^ Catalogs, Newsletters
* Circulars/Flyers
$\star$ No Postcard price - Same price for pieces sized $31 / 2 \times 5$ up to $61 / 8 \times 11$ 1/2
* Every Door Direct Mail (EDDM)
* Estimated delivery 3-10 days


## Postcards

First-Class Mail®


Corner Radius Maximum 1/8"


* Minimum Thickness - . 007
^ Maximum Thickness - . 016


## Postcards

## First-Class Mail®

## * Vertically Divided

* Address, Postage and any Postal Service markings must appear on the right side, measuring at least 2 1/8 inches wide
* Measured from the right edge of the card
* There must be $1 / 8$-inch clearance around the delivery address


## Postcards

## First-Class Mail®

## * Vertically Divided



## Postcards

## First-Class Mail®

## * Horizontally Divided

* Address, Postage and any markings must appear in the portion containing the address and measure at ;east $11 / 2$ inches high from the top or bottom edge of the card.
* There must be $1 / 8$ inch clear space around the delivery address


## Postcards

## First-Class Mail®

## * Horizontally Divided



## Postcards

## First-Class Mail®

## * Double Postcard

* Consists of two attached cards, one of which is designed to be detached and returned as a single card
* Reply half must be used for reply and cannot convey messaging to the addressee
* May have the fold at the bottom (preferred) or top
* May not be sealed on the left or right sides


## Postcards

First-Class Mail®

## * Double Postcard



## Letters



## Nonmachinable

Letters (postcards)

* Definition:
- Nonmachinable means the mail piece, due to its characteristics in construction, will not or may not be processed on USPS automation equipment and subsequently will not qualify for automation or machinable discounted rates
* Has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5. Or if the delivery address is parallel to the shorter dimension of the mailpiece
* Is polybagged, polywrapped, enclosed in any plastic material, or has an exterior surface made of a material that is not paper. Windows in envelopes made of paper do not make mailpieces nonmachinable. Attachments allowable under applicable eligibility standards do not make mailpieces nonmachinable. This also includes vellum envelopes.
* Has clasps, strings, buttons, or similar closure devices.


## Nonmachinable

Letters (postcards)
ฝ Contains items such as pens, pencils, keys, or coins that cause the thickness of the mailpiece to be uneven; or loose keys or coins or similar objects not affixed to the contents within the mailpiece. Loose items may cause a letter to be nonmailable when mailed in paper envelopes; (see 601.3.3).

* Is too rigid (does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn).
$\star$ Is less than 0.009 inches thick if the mailpiece is more than 6 inches long or 4-1/4 inches high.
$\star$ Is a self-mailer that is not prepared according to 201.3.14.
* Is a booklet that is not prepared according to 201.3.15.


## Machinable and Automation

Letters

* Machinable: Mail that meets standards for successful processing on the Postal Service's high-speed mail processing equipment
* Does not have any Non-machinable characteristics
* Automation: Mail that is machinable and that is 100\% barcoded using an Intelligent Mail barcode (IMB) encoded with the correct delivery point routing code


## Intelligent Mail barcode (IMb)

## 

$\star$ Intelligent Mail barcodes (IMB) are made of up separate fields which can allow marketers to uniquely identify each mailpiece within a campaign

* IMb Barcodes can be applied to the following classes of mail and categories
$\star$ First-Class Mail® letters and flats
$\star$ Standard Mail® letters and flats
$\star$ Periodicals letters and flats
$\star$ Bound Printed Matter flats
$\star$ Reply Mail


## Automation <br> Letters and Flats

## Intelligent Mail barcode (IMb)

*Barcode ID: 2 Digits, Generally 00 - except on flats, then the number indicates sortation

* Service Type ID: 3 Digits, varies depending on class of mail and optional services requested
*Mailer ID and Serial Number: These two fields are tied together.
A barcode with a 6-digit Mailer ID will have a 9-Digit Serial number, and vice-versa.
* Routing Code: For Automation rate mail, must be 11 digits.

| Intelligent Mail Barcode for Letters and Flats: 6-digit and 9-Digit Mailer IDs |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
| Barcode <br> ID <br> (2N) | Service <br> Type ID <br> (3N) | Mailer ID | Serial Number | Routing Code |
| Barcode <br> ID <br> (2N) | Service <br> Type ID <br> (3N) | (6N) | Mailer ID | (9N) |

## Automation <br> Letters and Flats

## * Must meet certain standards:

* Placement of barcode on letters - Either in the address block or in the lower right corner of the piece
* If in the address block - Must be at least 5/8 inch from the bottom of the piece and at least $1 / 2$ inch from the right and left edge.
$\star$ Placement of barcode on Flats - Must be at least $1 / 8$ inch from the edge
$\star$ Barcode cannot be skewed or printed at an angle.
* Must meet specific reflectance standards.
* Background of the piece - Cannot be too dark, include dark fibers or have patterns that may interfere with the readability of the barcode
* Envelope must have sufficient opacity - not allow excessive show through of contents
* Barcode within a window envelope must maintain clearances when the insert is shifted down and to the left and right.


## Automation

## Letters

* Even if the barcode is in the address block, we recommend having a barcode clear zone in the lower right.

Text or Graphics in the Barcode Clear Zone


## Automation <br> Letters and Flats

Black/Dark Colored Background Not enough print contrast


NOT RECOMMENDED:
DARK, BRIGHT, BLACK, FLUORESCENT COLORED BACKGROUND

## Recommended Paper <br> White, Light Pastels, neutrals



Recommended Ink Black, Dark Blue, etc...

## Automation <br> Letters and Flats



## Black/Dark Colored Background with Dark Ink

 Not enough contrast AND machine won't even see the mailpiece
## Automation <br> Letters

## Screenings/Imaging



Solution - put white background without security paper behind address/barcode area

## Automation <br> Letters and Flats

## Barcode Readability - Window Envelopes

Barcode may appear on the piece or on an insert showing through a barcode window


## Recommendations on submitting proofs to the MDA support center

^ Submit as a PDF - Image files generally do not scale correctly

* Include crop marks or lines to determine the edges of the piece
$\star$ Provide the piece size in the body of your email
$\star$ Provide any pertinent details such as placement of any folds or bindings
$\star$ Include on the proof the delivery address and postage payment method to be used
* Keep file size less than 6 MB


## Resources

*Mailpiece Design Analysts (MDAs) Support Center and the Mailing and Shipping Solutions (MSSC) Support Center

* Reached at the same phone number (877)672-0007
- MDA Support Center: Option 2, then Option 2 or mda@usps.gov
- MSSC Support Center: Option 2, then Option 1 or mssc@usps.gov
„Postal Explorer
- Domestic Mail Manual, Quick Service Guides, Price List, Postage Statements, Zone Charts http://pe.usps.com/
* PostalPro ${ }^{\text {TM }}$ - https://postalpro.usps.com/

